



**Jharkhand University of Technology (JUT)**  
**Ranchi**

**MBA SYLLABUS**  
**CUMPULSORY CORE COURSE**  
**3<sup>rd</sup> SEMESTER**

**Jharkhand University of Technology Ranchi**  
**3<sup>rd</sup> SEMESTER (CCC)**  
**Integrated Marketing Communication (IMC)**  
**Paper Code: MBA\_301**

<b>Total Credits: 4</b>	<b>Full Marks: 100</b>
<b>Total Credit Hours: 60 Hours</b>	<b>Internal Assessment Marks:40 each subject (Teacher's Assessment: 20 + Mid Term Examination: 20)</b>
<b>Periods: Lectures-3 Tutorial-0 Practical-0</b>	<b>End Term Examination Marks: 60 each subject</b>

**Course Objectives:**

The course is designed to enable the students to learn the basics of marketing communications in order to familiarize the students with the different elements of integrated marketing communications. So that they can look at marketing transactions with a holistic approach.

**Learning Outcome:**

- ❖ Apply the key terms, definitions, and concepts used in integrated marketing communications.
- ❖ Conduct and evaluate marketing research and apply these findings to develop competitive and positioning strategies and to select the target audience(s) for the IMC campaign plan.
- ❖ Examine how integrated marketing communications help to build brand identity and brand relationship, and create brand equity through brand synergy.

**Unit I: Fundamentals of IMC: (12 Hours.)**

Introduction: Concept of Integrated Marketing Communications (IMC), Process and Role of IMC in Marketing, Promotion Mix - Advertising (Classification of advertising, types, advertising appropriation, advertising campaigns), Sales Promotion (Different types of Sales Promotion, relationship between Sales promotion and advertising) , Publicity (Types of Publicity, relationship between advertising and publicity), Personal Selling, Direct marketing and direct response methods, Basics of e-Marketing & Web Marketing.

## **Unit II: Models & Approaches of IMC: (12 Hours.)**

Basic Models of IMC, Promotional Objectives, Approaches of IMC (DAGMAR Approach), establishing and allocating promotional budget. IMC Message Design-The Creative concept development; the creative processes of the different forms of IMC; AIDA model Considerations for creative idea Visualization. (Creative planning, creative strategy development, Communications appeals and execution, Message strategy design considerations, Source of the message, Message integration, Advertorials and Infomercials, Client Evaluation and approval of Creative Strategy/work.

## **Unit III: Media Management in IMC: (12 Hours.)**

Meaning & Concept of Media Management, Scope & Importance of Media Management, Media Types and their characteristics; Setting Media objectives; Media planning; Media Strategy; Media buying; Cross media concept; and media research. Facilitators in IMC- Advertising Agencies – their role, functions, organization, Remuneration, client agency relationship of IMC, account Planning; Hoarding Contractors & Printers.

## **Unit IV: Planning Budgeting for Marketing Communication (Marcom): (12 Hours.)**

Meaning & Concept of Marcom, Establishing Marketing Communication Objectives and Budgeting for Promotional Programmes-Setting communication objectives, Sales as Marketing Communication objective. Budgeting for Marketing Communication -Factors influencing budget, Theoretical approach to budgeting viz. Marginal analysis and Sales response curve, Method to determine Marketing Communication budget.

## **Unit V: Integrated Marketing Communication Programme: (12 Hours.)**

Concept of Creative Marketing, Planning and Development of creative Marketing Communication. Creative strategies in advertising, sales promotion, publicity, event sponsorships etc. Creative strategy in implementation and evaluation of Marketing Communication - Types of appeals and execution styles. Media planning and selection decisions- steps involved and information needed for media planning. Measuring the effectiveness of all Promotional tools and IMC.

### **Text Books:**

- ❖ Duncon : Integrated Marketing Communications, TMH. Latest Edition.
- ❖ Kenneth Clow & Donald Baack : Integrated Advertising, Promotion, & Marketing Communications, Pearson Education, Limited. Latest Edition.

- ❖ Siraj M Joseph & Rahtz Don R : Integrated Marketing Communication – A Strategic Approach, Cengage Learning. Latest Edition.

**Reference Books:**

- ❖ Aaker & Myers : Advertising Management, Prentice Hall Inc. Latest Edition.
- ❖ Chunawala & Sethia : Foundations of Advertising Theory & Practice; Himalaya Publishing House. Latest Edition.
- ❖ Rathore : Advertising Management; Himalaya Publishing House. Latest Edition.

# Jharkhand University of Technology Ranchi

3<sup>rd</sup> SEMESTER (SDC)

## Summer Internship Project (SIP)

Paper Code: MBA\_302

<b>Total Credits: 4</b>	<b>Full Marks: 100</b>
<b>Total Credit Hours: NIL</b>	<b>Internal Assessment Marks:20 each subject (Teacher's Assessment: 20 + Mid Term Examination: 0</b>
<b>Periods: Lectures-0 Tutorial-0 Practical-4</b>	<b>External: 80</b>

### Course Objectives:

One of the main objectives of an internship is to expose the student to a particular job and a profession or industry. Observe and participate in business operations and decision-making. Meet professional role models and potential mentors who can provide guidance, feedback, and support. Expand network of professional relationships and contacts. Develop a solid work ethic and professional demeanor, as well as a commitment to ethical conduct and social responsibility.

### Learning Outcome:

- ❖ Learn valued skills such as teamwork, communications and attention to detail.
- ❖ Expose the student to the environment and expectations of performance on the part of the chosen field of profession & enhance and expand the student's knowledge of a particular area of specialization.
- ❖ Expose the student to professional role models or mentors who will provide the student with support in the early stages of the internship and provide an example of the behaviors expected in the intern's workplace.

### Summer Internship Project (SIP)

**Tenure: 45 Days**

**Details:** At the second semester break, all students will have to undergo summer training of 6 weeks with an industrial, business or service organization by taking up a project study. A report will be prepared together with a training diary. After completion these will be submitted in the institute's department within the period of 3 weeks after the training is over. It will be examined in semester-3rd.

## Summer Internship Project Report Format:-

i	Guide's Certificate	:	Page No.
ii	Organization's Certificate	:	
iii	Preface	:	
iv	Acknowledgement	:	
v	Content of Tables		
vi	Content of Graphs/Chart		
vii	Abbreviation		
	<b>CHAPTER-1: AN INTRODUCTION TO THE STUDY</b>	:	
1.1	An Introduction to the Study	:	
1.2	Why are Employee's induction and training programme necessary to improve organizational efficiency		
1.3	Basics of improving organizational efficiency and role of Employee's induction and Training Programmes for the same.		
1.4	Reasons to choose topic and the company		
1.5	Objectives of the study		
1.5	Scope of the study	:	
1.7	Methodology of the study	:	
1.8	Significance of the study	:	
1.9	Limitations of the study	:	
2.0	<b>CHAPTER-2: ABOUT THE ORGANIZATION</b>	:	
2.1	Introduction		
2.2	Origin and Development of M/s ABC Company	:	
2.3	Present Setup of M/s ABC Company	:	
2.4	Organizational Structure of M/s ABC Company	:	
2.5	Organizational Structure of the _____ Division/Department	:	
3.0	<b>CHAPTER-3: REVIEW OF PRESENT PRACTICES OF EMPLOYEE M/s ABC COMPANY</b>	:	
3.1	Introduction	:	
3.2	Policy of M/s ABC Company ON THE TOPIC		
3.3	Formulation of Process		
3.4	Strategy of implementing		
3.5	Role of M/s ABC Company	:	
3.6	Present Status of Programmes during last five years in M/s ABC Company	:	
3.7	Increase in Efficiency of M/s ABC Company due to implementation of Programmes during last Five Years:	:	
	3.7.1: Annual Turnover during last five years		
	3.7.2: Recruitment during last five years		
	3.7.3: Promotion of the Employees during last five years		

	3.7.4: Monetary Benefits granted to the Employees during last five years		
	3.7.5: Trainings Imparted to the Employees during last five years		
	3.7.6: Any other parameters to measure growth and development of M/s ABC Company last five years		
4.0	<b>CHAPTER-4: PROBLEMS AND PROSPECTS IN IMPLEMENTING/PRACTICE IN M/S ABC COMPANY</b>	:	
4.1	Achievement Pattern by Implementing/practicing of Topic	:	
4.2	Problems Identified in Implementing/practicing of Topic	:	
4.3	Prospects in Implementing/practicing of Topic	:	
5.0	<b>CHAPTER-5: CONCLUSION AND SUGGESTIONS</b>	:	
5.1	Conclusion	:	
5.2	Suggestion	:	
	<i>Annexure</i>		
	<i>Bibliography</i>		